

THE MIRROR JOURNAL

Serving a most progressive people in one of the most prosperous districts in Central Alberta.



VOL. 1 NO. 1

MIRROR, ALBERTA, MAY 3, 1928

2.00 per year

The Imperial Hotel UNDER NEW MANAGEMENT

has been thoroughly renovated and furnished throughout, and we wish to announce that we will be able to cater to all those who are desirous of a clean, comfortable and home-like stopping-place.

T. M. HAGGARTY,
Proprietor and Manager.

**NOW IS THE TIME
To Build**

We carry a full line of
LUMBER PLASTER BOARD
LATH MARTIN-SEOUR PAINTS
SHINGLES PRATT & LAMBERT
CEMENT VARNISHES
PLASTER

ESTIMATES FREELY GIVEN

CROWN LUMBER Company Limited
SPECIALISTS IN SERVICE
A. H. FINCH, Local Manager

Phone 14



Saturday Specials-

Logan Berry Jam	55c
Prunes, 2 lb. packages	25c
Tomatoes, 2 cans	35c
Dollar Boxes Soda Biscuits per box	45c
"Market Day" Raisins 4 lbs	60c

Dry goods

A NEW LINE OF
LADIES' CLASSIC SHOES
ALL SIZES

J. W. Trotter
MIRROR, ALTA.

**A Regina Will
LAST A LIFE TIME**

Every **Regina** Watch carries with it a **universal guarantee**.

That means, if you purchase a **Regina** from this store, we endorse the **universal guarantee**, which will be honored by any other **Regina** watch agent anywhere. Add to this, the manufacturers' absolute and permanent guarantee against structural defects and you will see that you cannot make a mistake in purchasing a **REGINA WATCH**.

ANDREW COMMON

C.N.R. TIME INSPECTOR
MIRROR Alberta

Patronize Your Home Merchants,
They Will Give You a Square Deal

Imperial Hotel Changes Hands

We take great pleasure in introducing into our midst the new management of the Imperial hotel, in the person of T. M. Haggarty of Edmonton and formerly of the Commercial hotel, Bashaw.

Mr Haggarty purchased this business from Mr. B. Gainey last week, and proposes to make this one of the finest hotels on this line, which will make this a favorite stopping place of the many travellers and visitors to our ever-growing town. He is equipping this hotel with an up-to-date laundry, including electric washer and iron. The water system is being remodeled, and the hotel is being refurbished throughout. This will make the hotel absolutely modern and up-to-date, and will compare favorably with the better class city hotels.

Mr Haggarty's enterprising spirit is highly appreciated by the people of Mirror, who combine in wishing him every success.

ANHILL-THILIPURIKI

The marriage took place on Saturday afternoon last, at 5 o'clock in the United church manse, of Anton Anhill of the round-house, to Miss Heleni Thilipuriki. Rev. R. G. Wood was the officiating minister. The many friends of the young couple join in wishing them happiness in the future.

The Royal Bank opened up in town this week, in the town hall. The bank has been greatly missed since their fire of a year ago, and the people of this community certainly welcome their arrival in town.

Mr F. Whiting arrived home Sunday, after attending a meeting of the Canadian National Grievance Committee from coast to coast.

OBITUARY

There was a funeral last week at the Holy Cross hospital, Calgary, last Tuesday, April 24th, one of the best known and most highly respected of the railway employees in the person of Mr Ralph Twaites who has made his home in Mirror for a number of years. The deceased had suffered from Cancer of the throat which caused his death. The funeral services were conducted in the United Church by Rev. R. G. Wood, and the service at the grave was held by the Masonic Lodge of which Mr Twaites was a member. A number of floral tributes from his fellow brethren and friends were eloquent tribute to the high esteem in which he was held by the community.

TAKE NOTICE that after this date any person found riding a bicycle on any of the sidewalks of the Village will be prosecuted according to the Village By-laws.

For Sale 4 good work horses Apply J. F. Flewelling Itf

Estray - 4 head of work horses 2 dark bays and 2 light bays. Fred Dowswell, 6 miles north of Mirror.

Farewell Banquet

On the occasion of the departure of Mr and Mrs E. King, being formerly Superintendent of the C.N.R. Calgary division, a banquet was held in the Board of Trade rooms, Calgary, on the evening of Saturday April 28 at 8:15. The following were present: J. D. Henney, assistant superintendent, of Mirror, who also acted as Chairman; J. T. Kerr, agent, Mirror; W. Harte, agent, Three Hills, and H. F. Tilley, agent, Swanell.

A very good program was arranged and Mr. King was presented with a beautiful grandfather's clock, and a leather purse with one hundred dollars in gold was presented to Mrs. King.

Misses Helma Möller and Winnie Oldring were taken ill last week with the measles and are both progressing favorably.

Mr Drystrand returned from Edmonton after visiting his wife, who is in the hospital there, recovering from an operation for Appendicitis. He reports that she is doing very nicely.

Mrs B. Lofstrand is visiting her mother-in-law at Nevis.

E. E. Estell received a carload of Paiges this week.

The Tux Boys will meet every Friday at 7 p.m. and the Trail Rangers every Thursday at 7 p.m.

Mrs J. C. Clarke, and son, accompanied by Mr L. B. Clarke and Mrs R. E. Simpson were visitors to Canmore.

Mr Walton seems to be contesting for the speed championship these days. He demonstrated his speed-ability in a strip Red Deer and back, on Monday afternoon.

The Mirror Garage report the sale of a Whippet to Rudolph Bewye and a Chrysler 32 to Jas. McLauren, Mirror, this week.

A. R. Hopkins is having a residence next to the Crown Lumber yard.

This week came in with terrific blow, and distributed the sand very generously.

NOTICE

Dog tax on all dogs within the Village limits is now due and payable. Unless same are paid at once to the Secretary, proceedings will be taken to collect same.

By order of
The Village Council.

We Carry a Complete Stock of

Cakes Buns
Cookies
Pies, Rolls etc.
ALWAYS FRESH

"WE AIM TO PLEASE"

Mirror Bakery
J. CHRISTENSEN, Prop.

The MIRROR STANDARD

DAIRY



IT'S BETTER

H. A. MCKENZIE, Prop.

Mirror

What Shall it Be To-Day?



A STEAK—A CHOP—
A ROAST—A STEW or
a FOWL: Whatever you
desire on, you can shut
your eyes and rest
assured you will get the
choicest and best at this
meat market. We have
only one grade—the high-
est.

Home-made Pork Sausage

Home-Rendered Lard

MIRROR

Sanitary Meat Market

A. N. JUNGET, PROP.

PHONE 7, Residence 40 -- Mirror, Alta.

Just Arrived-- a carload of Paige Cars

Repairs Carefully and Promptly Done

A Full Stock of OILS, Greases, etc.

THE MIRROR GARAGE

E. E. ESTELL PROP.

MIRROR, Alta. Phone 12

Stumping Powder!

A Complete Stock of

Caps, Fuse and Crimpers

Always on Hand

M. H. OLSON

PHONE 610 MIRROR

LADIES!!

We invite you to call in and see our new

Spring Hats

They are of the very Latest Styles

WE CARRY A COMPLETE LINE OF

GROCERIES

BOOTS and SHOES

Our Stock is complete, call in and see them.

McNair Bros.

Mirror, Alta. Phone 11

RED ROSE "is good tea" TEA

Over 30 years a standard wherever good tea is liked.

Taxation In Canada

During the war Canada, like all countries, was forced to devise and impose new forms of taxation in order to raise the large sums of money required to enable the Dominion to contribute effectively and sincerely any assistance to the Allies. The amount of revenue raised by the taxes and the expenditures incurred were so great, that a huge national debt resulted, and since the Armistice interest on that debt had to be paid, while large expenditures for pensions and the care of disabled soldiers continue to be necessary, Canada, therefore, must raise a large revenue for Federal purposes.

This is not all. The war increased the cost of all commodities, and of course, revenues from property were available for provincial and municipal purposes were too small, and on top of higher Dominion taxation there had to be imposed greater taxation by Provincial and municipal governments.

The effect of this taxation is greater in Canada, than in the United States because that country entered the war at the beginning, whereas the United States only came into it near the close, and after four years during which that country amassed great wealth in the work of supplying goods to the Allied countries which had turned their whole industrial fabric from works of peace production to the requirements of war.

From the beginning of the war Canada was a low taxed country, but war needs brought about the imposition of an Income Tax, a tax on bank deposits, drafts, notes, etc., a tax on receipts, taxes on matches and other commodities, an increased rate of postage, taxes on excess profits, taxes on business turnover as represented by sales, and sundry other taxes. The accumulation of all these taxes has, naturally and inevitably, had an adverse effect on investment in industry and agriculture, and in the result, the Canadian Government has had to dominate money lending to invest in Canada. Further, the necessity of investigating huge sums in Government loans during the war resulted in the withdrawal of hundreds of millions of dollars from other forms of investment, to the detriment of all business, industrial growth, and development of the nation and the country.

With its tremendous accumulation of wealth during the war, and the wonderful expansion in production and industrial activity since then as a direct result of that accumulation of wealth, the United States has been enabled to rapidly decrease its Income Tax and lower, or entirely abrogate most of its war taxes. This has caused a great disparity in the burden of Federal taxes imposed on the people of Canada, and in the result, a financial disadvantage of the Province of Alberta.

On the other hand, Canada compares very favorably with the United States when Provincial and Municipal taxation is compared.

There is, however, a growing demand throughout the Dominion that if this country is to be seriously suffer in the long run, some action must be taken to reduce the burden of Federal taxation so as to place the Dominion on terms of greater equality in the distribution of the burden of war.

This is to be accomplished, and in the same time provide the Federal Government with the revenue. It must have, to meet our war obligations and current domestic needs, the problem.

To the solution of this problem the Dominion Government is attacking the matter from two angles. The people as a whole, are taking a very keen interest in increasing interest in this. Interest is made manifest in the discussions which took place at the recent convention of the Canadian Board of Trade, in the publications of the Citizens' Research Institute of Canada, in the Dominion-wide campaign recently inaugurated by the Retail Trade Bureau of Canada, and in the resolutions adopted by the Canadian Council of Agricultural representatives in the preparation of the next budget.

We'll all these bodies are in agreement on some points, they are at variance in important respects as to policies which should be adopted. All strongly favor more economical administration, the elimination of partisanship and politics from the business of government, reduced expenditures, and a more exacting audit of the public accounts. They can all agree on this, but this is to be accomplished, and in the same time provide the Federal Government with the revenue. It must have, to meet our war obligations and current domestic needs, the problem.

The present gratifying fact is that a step has been taken in the direction of meeting these requirements. The Finance Minister has proposed that the tax on bank cheques for small amounts removed, and a substantial reduction made in the Income Tax, especially on smaller incomes. Furthermore, the Finance Minister has announced that further reductions will be shortly forthcoming, and press despatches have reported that he has ordered a survey by departmental officials of the Income Tax, the Personal Tax, and Sales Tax, and their effect on business and the country's development in general, with a view to guiding the Government in the preparation of the next budget.

Taking Her Revenge

It was growing late when the hostess of the restaurant requested the eminent tenor to sing.

"It is too late, madam," he protested. "I should disrupt your negligee."

"Not at all!" declared the hostess, becoming. "Besides, we even something. They poisoned our dog last week."

The fortress of Saint Peter and Paul in Leningrad, long famous as a prison, is to be converted into an historical museum.

A cattle syndicate has perfectly right to water its stock occasionally.

As a veritable excellent preparation is Mother Graves' Wound Elixir. It has saved the lives of countless children.

"Hold, why didn't you come home right from the store?"

"I dropped a dime and a tax paid on it."

Modern Sea Mysteries

Sailors Encounter Many Tragedies Which Cannot be Explained

In spite of the advance in knowledge along the lines of science, electricity, wireless communication, ship construction and a hundred other things, mysteries of the ocean still continue.

Tragocles, grim and inexplicable still, remains a mystery, though the science of man seems impotent when pitted against the vast weight, might and uncertainty of the sea.

One of the latest mysteries is that surrounds a reliable sailor, the story surrounding the "Tale of her crew unknown."

She was plucked up by an American steamer in the mid-Pacific, drifting before the trade wind. With no sails or power to move her, she was adrift, and apparently had not encountered any dirty weather; on deck, and all was in order; and the tradewinds and liquor case had not been disturbed. The crew, however, was a skeleton, still burning, lay a copy of the Sydney Mail many miles off, slightly charred and with blood stains on it; and there, too, a parrot, dead in its cage, lay with its head broken off.

What was to be done? The crew was to be found. Her, the crew of her crew is another unsolved mystery of the sea.

NEGLECTED ANAEMIA

Often Leads to a Decline—Enrich the Blood by Taking Dr. Williams' Pink Pills

In those days of yore, the common woman for grits to outgrow their strength, and mothers should care about the health of their daughters at this time. It is when strength is sapped by rapid growth.

The first signs may be noticed by pallor, languor and headaches. The face becomes pale, the skin and palpitation follow, with low spirits.

At the first symptom of anaemia the mother should take care that even a young daughter leads to decline, but if you see that your daughter's blood is thin, you should not be anxious. The first blood enchanter ever discovered is Dr. Williams' Pink Pills.

These pills will quickly banish all signs of anaemia. They will build up the body, and give the girl a robust girlhood. Give your daughter a course of Dr. Williams' Pink Pills, and you will be surprised at the girls who have been rescued from the clutches of anaemia by Dr. Williams' Pink Pills.

Mrs. Mary Venit, Dallas, Texas, says: "Three years ago I was a very nervous and got so tired that I could hardly stand. I took Dr. Williams' Pink Pills, and now I am a robust girl again."

Miss Anna G. Smith, of New York, says: "I took Dr. Williams' Pink Pills to my friends and acquaintances, and they all said they were pleased. I discontinued it when I could feel an improvement in my condition. I continued to take them for a month longer, and I can hardly tell all the good that did me. I gained in weight, and my complexion turned into my cheeks, and at the end of the term I graduated. I never had any trouble again."

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Miss Estelle Stell, formerly editor of the Review of Reviews, the Rev. George Vale Owen and other well-known spiritualists were among the speakers.

Minard's Liniment for Neuralgia.

Mr. Greene—"Are you an atheist?"

Dr. Gray-Mister—"That's my profession, sir."

Mr. Greene—"Well, I wanted to know if you'll come and fix me cactus click."

The Chinese learned how to make yogurt by watching wasps build nests.

BLOODY WILL TELL

Electric Ocean Liners

Electric Propulsion is Coming According to Authority on Marine Matters

Ocean liners, propelled by powerful electric engines that will permit control of speed and steering, are being worked out by W. T. Thau, noted authority on marine electric propulsion, in addressing the convention of the Society of Naval Architects and Marine Engineers in New York.

Electric propulsion, he says, will eliminate the necessity of engine rooms and places absolute control of the vessel on the ship's bridge, resulting in a reduction of operating expenses and increased safety.

Savage Work Progressing

Sixty-three of German Vessels Raised — at Scapa Flow

Between work on the scuttled German fleet of ships and the progress steadily, Minars Cox and Danke lifted the G40 recently bringing the number of destroyed raised to sixteen. Sixty-three vessels have been raised by the end of the year.

There are now three more destroyers of this type, weighing 750 tons, to be salvaged. The remaining seven destroyers weigh 1,300 tons.

The original гарet in which Charles Dickens visualized his famous character, Little Dorrit, has been located in what is now a printer's establishment in London.

Even a charitable pugilist is sure to be closed-fisted.

Minard's Liniment for Colds.

W. N. U. 1656

11 OUT OF 83

was ended in death? So a recent Canadian investigation showed.

There were not cases of infection, but there were cases of death.

They were cases where a person had sustained some slight injury, and where the wound, being thought more serious enough for care, was treated with Zinc Ointment.

When you or your children sustain a slight cut or wound, stop blood-poisoning and ease it.

It is a simple ointment that prevents blood-poisoning or infection. It need not be used from work or play.

Always keep a jar of Zinc Ointment.

All dealers, inc. box.

Zinc Ointment

1656

May Continue Burbank's Work

California Trying to Raise Funds to Purchase Scientist's Farm

Plans to raise \$1,000,000 to help him buy his farm north of San Jose, and make it a memorial to his memory. Officers of Stanford University admit the plan is to turn over this farm to the university. Shortly before his death, Dr. Burback expressed a wish that the farm be turned over to the university. He said he wanted to be buried on his farm, and that his experiments could be carried on.

He died April 10, 1936, at age 83.

He was buried in a simple grave.

Many Great Men Were Not Brilliant at School

Because a boy may be a brilliant student at school, it does not follow that he may not become a successful man.

"You care for nothing, but rat-catching, dogs, and shooting, and you are not a good student," said his teacher.

His mother chastised him.

"You are not a good student," she said.

"I am not a good student," he replied.

"I am not a good student," she repeated.

"I am not a good student," he insisted.

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Reduce the Fire Fiends Yearly Harvest

NO fire—but the CARELESS.
The care which calls to quench it when it first falls to earth has been served, is the ENEMY to mankind. It will by neglect cause fire to burn. The torments of hell may well expect the same treatment. The punishment would be accorded to one who tosses a match into his neighbour's haystack.

Issued by Authority of
Charles Stewart
Minister of the Interior

14



STAMP OUT CARELESSNESS

Everything For HOUSE-CLEANING

Muresco (Kalsomine) Satin-Glo Flat Wall Paint
Varnish Stains and Wall Paper for the walls

FOR THE FLOORS:

Floor Paint Linoleum in 2 and 4 yard widths
Linoleum, Jaspe and Congoleum Rugs
Linoleum Varnish and Wax

J. F. Flewwelling Agent for John Deere Machinery



Now—the standard for the year is set

Each year the burning question among those who follow closely the changing trends of motordom is "What Will McLaughlin-Buick Do?"

Now McLaughlin-Buick for 1928 is here. The all-important question is answered.

McLaughlin-Buick for 1928 introduces a higher standard of beauty and luxury than the world has ever known. McLaughlin-Buick's new Fisher Bodies are low-slung without any loss of head-room or road-clearance.

Brilliant refinements in the famous McLaughlin-Buick six-cylinder Valve-in-Head engine result in arrow-quick gearshifts, efficient engine and a unique flow of power, VIBRATIONLESS BEYOND BELIEF.

And down to the smallest detail of construction, whenever refinements could be made, McLaughlin-Buick has made them. Now—the standard for the year is set.

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

SPIECE & SON
MIRROR Alta.

When Better Automobiles Are Built—McLaughlin-Buick Will Build Them

THE MIRROR JOURNAL
M. LEATHLEY, Publisher

Circulation 300
Advertising Rates:
Display front page 35c per inch
a back page 30c per inch
Classified first insertion 50c
Subsequent insertions 25c
Legal, 10c per line
Professional cards, 1.50 per no. 6.

THE NEW MANAGEMENT

With this issue The Mirror Journal passes into the hands of the undersigned.

We have deemed it best to continue the name of The Journal as we understand that it has been kindly remembered by its subscribers and friends.

We are here to stay and hope always to boast for Mirror and district.

Our aim will be to gather and publish the news and doings of the town and community, and we appeal to you to assist in this by letting the Journal know promptly of any news or announcements.

We certainly appreciate the hearty manner in which we have been received into the community and can assure our subscribers and friends of our very closest attention and service at all times.

Very sincerely yours,
M. LEATHLEY.

We have enjoyed a spell of fine weather lately, which has allowed spring work to proceed unhindered, although considerable moisture has been encountered in places.

SAVE OUR FORESTS

Next week is Canadian Forestry week, and everyone's attention is being turned to the preservation of our forests and the prevention of forest fires.

With the opening of the touring and camping season the danger of fire is a hundred fold,—and the Forestry Dept. are doing their utmost to impress upon everyone the great need of extra special care when travelling or camping within our forest areas. Cigars cigarettes, or matches carelessly flung aside, are a great menace and cause millions of dollars loss of valuable timber each year. Carelessness with your camp fire is also a large contributory cause—See that it is out before you leave.

Mr Finch of the Crown Lumber Co. reports a considerable amount of lumber going out.

Last week saw a great many farmers on the land and we understand some threshing is in progress also.

Spiece & Son agents for the L.H.C. delivered three tractor disc plows to Hal. Brewster, Guy Pym and Chas. Thomas.

The members of the L.O.O.F. lodge attended a service in the Union church at Clive last week.

Mr and Mrs J. A. Jungel, of Washington arrived last week and are visiting with their son, A. N. Jungel, the local butcher.

Mr L L. Cassidy, our local carpenter, is a very busy man these days. He has just completed an addition to the W.L. library and tea room, making it very spacious.

Martin Sorum, south-east of town, purchased a three bottom tractor plow last week from J. F. Flewwelling, the John Deere agent.

The Oddfellows are holding a dance in the Grand Theatre, Thursday, May 17th.

A. J. Jewell the Massey-Harris agent, reports the following sales: drill to W. Wolfson, plow to Ed. Martin, barrows to Percy Puffer and Jim Brown and a tractor breaker to Mr Echelash.

Mrs. Dave Keiver of Big Valley spent the weekend with Mrs J. L. Scott.

GRAND THEATRE SATURDAY, MAY 5th

INDIANS !!

CORRAL! Corral! That was the terrible war cry of the days of '39. Then-thundering horses, the old rush of yelling, painted men, as round and round sweeps the fiery bullet-swept bulwark of death. It's one of a hundred breathless thrills in the greatest romances of them all.

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